



## THE GLOBAL BUSINESS INNOVATION PROGRAMME INDIA – MEDICAL DEVICES AND DIGITAL HEALTH

**The Global Business Innovation Programme**, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase, five days of innovation activities focused on India, a post-activity exploitation workshop and support of approximately 12 months from an Innovate UK EDGE Innovation and Growth Specialist, to help your business maximise the opportunities identified, including developing innovation projects with partners in the territory. This initiative will be delivered virtually.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

### Focus Areas

There is a clear opportunity for UK-India collaboration to develop innovative medical devices and digital health solutions

This initiative is particularly relevant for businesses in the areas of:

- Affordable, accessible medical devices
- Remote access diagnostics and treatments
- Intuitive and consumer focused medical devices
- Healthcare data management, particularly remote and secure access
- Remote, online and AI analytics
- Preventative medicine and holistic patient assessment
- Medical drones

### Why India?

The Indian government has made the medical device industry a priority for the country and is worth \$11 billion. It is growing rapidly with an estimated market value of \$50 billion by 2025.

There are currently six medical device manufacturing clusters and more in the pipeline.

India has also launched the National Digital Health Mission which will support integrated digital health infrastructure across the country.

### Opportunities:

- Explore medical device and digital health market opportunities in India.
- Gain a better understanding of UK-India collaboration opportunities.
- Find potential innovation partners and develop your network in the UK and globally.
- Improve your company value proposition to international partners and investor.

### KEY DATES:

Applications  
Close:  
Tuesday 4<sup>th</sup>  
January 2022

Pre-visit  
Workshop:  
Tuesday 1<sup>st</sup>  
February  
2022

Virtual  
Innovation  
Visit:  
7<sup>th</sup> - 11<sup>th</sup>  
February 2022

Exploitation  
Workshop:  
May 2022

## WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:

- **Getting ready for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (one-day workshop)
- **Market activities:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (five days of market related activity)
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from a Innovate UK EDGE Innovation and Growth Specialist to follow up and take advantage of the opportunities identified. (one-day workshop and working with an Innovate UK EDGE Innovation and Growth Specialist).

## VIRTUAL INNOVATION VISIT - EXAMPLE ITINERARY (subject to change):

Date	Activity
7th - 11th February 2022	Series of virtual in-market briefings to understand the landscape in India
7th - 11th February 2022	Virtual one-to-one matchmaking event
7th - 11th February 2022	Series of virtual roundtable discussions with key Indian stakeholders

## TO APPLY FOR THIS INITIATIVE, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise.

Be a company with fewer than 500 employees.

Be able to attend and complete all activities.

## WHAT IS THE COST?

This initiative will be delivered virtually. On acceptance onto the full initiative, a **commitment fee of £500** will be obtained from each delegate, which will be **refunded on completion of the full activities** and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all of the commitment fee.

## HOW TO APPLY?

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than **Tuesday 4<sup>th</sup> January 2022, 12PM**.

Innovate UK is committed to improving the diversity of who we support. As such, we welcome applications from all under-represented groups.

## ADDITIONAL INFORMATION & ASSISTANCE:

To fill in the online application form please visit the [Innovate UK EDGE website](#)  
For more information, assistance with your application or to discuss accessibility needs, please contact us at [eventenquiries1@innovateukedge.ukri.org](mailto:eventenquiries1@innovateukedge.ukri.org).